

Western Washington University Circle K Media Kit

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WWU Circle K Media Backgrounder

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Overview

WWU Circle K is a nonprofit Western Washington University Associated Students Club sponsored by the Kiwanis Club of Bellingham. The local chapter of Circle K International is a collegiate and university organization that promotes community service, leadership development and friendship. WWU Circle K gives Western students the opportunity to volunteer through community service and give back to the greater Bellingham area.

WWU Circle K is open to all students who want to blend community service and leadership training with the opportunity to meet other college students around the world. The club consists of 15 official registered members plus unofficial members who volunteer.

The Western chapter of CKI was formed in 1982, however, CKI had been operating long before that. The concept for collegiate Kiwanis chapters was presented at Washington State University in 1936. Since then, the organization has grown to be the largest collegiate service organization, collectively logging more than 1 million hours of service throughout their campuses and communities every year.

CKI has gained over 13,770 members on more than 500 campuses spanning across 17 nations. WWU Circle K is part of the Pacific Northwest District, which includes Alaska, California, Idaho, Oregon and Washington, as well as the province of British Columbia and the Yukon Territory, that houses 371 members on 19 campuses. As a chapter in Washington State, WWU Circle is part of the largest state in the district.

Current activities

- The club meets weekly at 7:15 p.m. on Mondays in Viking Union 552.
- As part of the club's regular volunteer services, WWU Circle K volunteers every second Tuesday of the month at the Elk's Lodge, to help with Bingo night from 5 p.m. to 9 p.m.
- WWU Circle K volunteers on certain Mondays at Little Cheerful Soup Kitchen in Bellingham.
- Annually, WWU Circle K volunteers every weekend during the Skagit Valley Tulip Festival as parking attendants.
- Annually in spring, WWU Circle K organizes a Relay For Life team to raise money during Back2Bellingham.
- Moving forward into the 2015-2016 academic year, WWU Circle K would like to focus on gaining members, unofficial as well as official, and do some additional fundraising for the club while implementing campaigns passed down from the Circle K International.

Facts

Local:

- “WWU has been selected for the national 2014 President’s Higher Education Community Service Honor Roll with Distinction award.” (Bellingham)
- “Also, Western is No. 1 on the 2014 Peace Corps rankings among medium schools with 65 Western undergraduate alumni currently serving.” (Bellingham)
- On Volunteermatch.org Bellingham currently has 74 organizations that people can volunteer for. (Volunteermatch)
- After Hurricane Sandy, seven members of the Washington Conservation Corps, a Bellingham-supported group, spent a month cleaning up debris from the storm in Atlantic City, New Jersey. (City of Bellingham 2013)
- In a 2015 study, only about 1% of WWU graduating students who are earning a graduate degree plan to participate in volunteer work. (Exit 2015)
- In a 2014 study, college degree-earning students’ chance of getting hired increases by 5% when they are associated with volunteering compared to their non-volunteering counterparts. (Pathway 2013)

Regional:

- Circle K is on 19 campuses in the Pacific Northwest, with 371 members. (“about”)
- Bailey Cammann, winner of the Volunteer Scholar Award, of Saint Martin’s University recently was recognized for the most service hours, with 400 hours of individual service while maintaining a 3.81 GPA. (St. Martins 2015)
- AmeriCorps in Washington State will provide 2,100 people with the opportunity to participate in public service. (National)

International/National:

- Neonatal tetanus killed about 49,000 newborn babies worldwide in 2013. (Eliminate)
- About every 11 minutes a newborn is killed by neonatal tetanus globally, excluding the United States, averaging 134 per day.
- Since tetanus vaccinations became more prevalent in the United States the average number of reported neonatal tetanus is well under 50 total. (Tetanus 2014)
- About 62.8 million people nationally volunteered through or for an organization at least once between September 2013 and September 2014. (Volunteering 2015)
- In 2014 those with higher levels of education volunteered more often than those with lower levels of education. (Volunteering 2015)
- Since the beginning of the Eliminate Project in 2010, Unicef and Kiwanis has raised around \$76 million of the \$110 million goal. (Progress 2010)
- Since the beginning of the Eliminate Project in 2010, 15 of the 39 targeted countries have had neonatal tetanus eliminated. (Progress 2010)

Bios

Esmeralda Hernandez

President

Contact email: hernane5@students.wvu.edu

Esmeralda was involved with Key Club in high school three out of four years. She became club secretary for one year before becoming club president her senior year of high school. Esmeralda grew passionate about community service and had such great experiences in Key Club that she knew she had to continue

in the Kiwanis family. Doing community service, volunteering, and helping others has become part of who she is. Esmeralda hopes to achieve an increase in membership, service opportunities, experiences, friendships, and more.

Melissa Luper

Vice President of Membership

Contact email: luperm@students.wwu.edu

Melissa got involved with WWU Circle K upon discovery at the fall info fair her freshman year. She has been involved ever since. Melissa is passionate about Circle K because she has loved to volunteer as long as she can remember. Circle K participates in such a wide variety of service projects; she never grows bored or tired of the same thing. Melissa hopes to achieve a large number of volunteers in the community who love to serve as much as she does.

Henry He

Vice President of Service

Contact email: heh@students.wwu.edu

After four fun years of volunteering for Key Club in high school, Henry decided to join Circle K when he got into college. For Henry, service is truly the “rent that we pay for being” as Marian Wright Edelman once said. Through Circle K, not only does he commit hours to volunteering, but also be a part of an international community that lives to serve the people of this earth. Henry hopes that through the efforts of Circle K, they can change the outlook by continuing to help those in need and give back to the world.

Boilerplate

WWU Circle K is a Western Washington University Associated Students club. The WWU chapter of Circle K was founded in the 1980s and is affiliated with Circle K International, an organization that has developed university students into service leaders since 1936. Circle K was founded under three main characteristics: service, leadership and fellowship. The club provides service opportunities for the Western Washington University community. There are approximately 25 active members including 7 officers and approximately 15 due-paying members.

Sources

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WWU Circle K Top 10 Frequently Asked Questions

1. What is WWU Circle K International?

WWU Circle K International is the collegiate branch of Circle K International. WWU Circle K's central mission is to foster service, leadership and fellowship while providing service opportunities for Western Washington University students. The club was formed at WWU in the 1980's and continues to give back to the Bellingham community.

2. What is Circle K International?

Circle K International (CKI) is the Kiwanis International sponsored and organized college service organization. Much like Key Clubs in high schools across the world, CKI's main mission is to serve the world through local community outreach and worldwide fundraising campaigns.

3. What is WWU Circle K's mission?

"Live to serve, Love to serve."

Our club operates under three principles:

Service: Service has been integral in CKI since the very beginning. It's not just the first of the three tenets mentioned; it's first in the hearts of club members everywhere.

Leadership: As a CKI member, you'll have experiences that help you fulfill your potential. In so many ways, CKI membership will bring you the satisfaction of serving and working with others.

Fellowship: CKI has a rich and vibrant history steeped in tradition. Its rituals, ceremonies, and social activities reflect a commitment not only to service, but to its members as well. Indeed, fellowship means something different to everyone—but in the end, the stories have a common thread: Friendships. Bonds. Trust. Companionship.

4. How do I become a member? Is there a fee or GPA requirement?

There is no GPA requirement to become a member. You do not have to pay to attend meetings or participate in Circle K events. However, to become a Kiwanis certified member you will have to pay a \$15 fee, which must be renewed yearly.

5. What are the benefits of being a member?

WWU Circle K gives Western students the opportunity to volunteer through community service and give back to the greater Bellingham area. Our club is open to all students who want to blend community service and leadership training with the opportunity to meet other college students around the world.

6. Where and when does your organization meet?

We meet every Monday during fall, winter, and spring quarters at 7:15 p.m. in Viking Union 552. Free food is usually included for all attendees! The only times we do not meet is during breaks, summer quarter, and on national holidays.

7. What sort of time commitment is required as a member?

Members choose their own level of involvement, whether that means attending every meeting and event or just a meeting here and there. We want you to enjoy your experience.

8. What events does WWU Circle K put on?

WWU Circle K does a variety of service projects, ranging from volunteering at the Skagit Valley Tulip Festival every April to raising money for Relay for Life. We're always looking for more service projects that will benefit our community.

9. Who can I contact for more information about WWU Circle K?

You can contact our president, Esmeralda Hernandez, at hernane5@students.wwu.edu, or our vice president of membership, Melissa Luper, at luperm@students.wwu.edu.

10. Where can I learn more about WWU Circle K?

You can find out more about us and our parent organizations at these websites:

- Our Facebook: <https://www.facebook.com/wwucki>
- Our homepage: <http://wwucirclek.wix.com/wwucirclek>
- CKI Pacific Northwest district homepage: <http://www.pnw-cki.org/about.html>
- Circle K Homepage: <http://www.circlek.org/home.aspx>
- Kiwanis Homepage: <http://www.kiwanis.org/>



Letterhead:



Primary logo:



Tagline:

#1

"Live to serve, Love to serve."

#2

"World's largest student-led collegiate service organization."



Feature Pitch to the Western Front

RE: Lifelong volunteer and Western student gives back to community - FEATURE PITCH
Dear Heidi DeHart and Maddie Takata,

For Western Washington University student Esmeralda Hernandez, helping others was more than a calling. It was, and still is, her way of life.

Hernandez, a Western sophomore, is president of the WWU Circle K club. Having two parents who both actively worked, the responsibility fell on Hernandez to care for her three younger siblings, which instilled her with the passion for community service. She believes that community service is not only helpful to society but can also bring a community together. Through this mindset and past experiences she hopes she can further connect WWU Circle K with the Key Clubs of local Bellingham high schools.

This story is relevant to your readership because WWU Circle K is an Associated Students club, making it open to all students of Western. Additionally, a 2014 study conducted by the Corporation for National & Community Service demonstrated that the chances of a college graduate getting hired increases by 5% when they have volunteer experience, compared to their non-volunteering counterparts.

One possible source is club Vice President of Membership Melissa Luper. Like Hernandez, Luper has multiple years of service under her belt and has a very strong passion for community service and is not shy to share why. Club Vice President of Service Henry He, one of the club's few male members, is also another great resource, as he wants to shed the perception of "millennials" being a narcissistic and uncaring generation.

WWU Circle K is a community service club sponsored by the Kiwanis International Organization, which works to build a better community through community service events and fundraisers. Each member is passionate about what they are doing and are very open about talking about the reasons why they got involved, making this a story where sources are readily available and interesting.

Given that WWU Circle K holds a lot of events, it would give the Western Front many opportunities for photographs and other visuals that would capture the readers' attention. For more information about WWU Circle K, can be found at <http://wwucirclek.wix.com/wwucirclek> and <https://www.facebook.com/wwucki?ref=ts>. If you would like any additional information please feel free to contact us.

Thank you,
Robert Krause
krauser3@students.wwu.edu



Potential Story Ideas

A History of WWU Circle K

The national program, Circle K International, is known as the world's largest student-led collegiate service organization. Use this as a starting point and focus on how this has affected Western since the club's inception in 1982. Explain how it has changed over the course of the last three decades and how the core values of the organization have continued to shape the attitude of the club on campus and throughout the community.

Relay For Life

Every year WWU Circle K participates in raising money for cancer research. They put together a team of their members and any other students that would like to represent WWU Circle K in the walk/run. Highlight the process of finding volunteers and how they prepare for the 24-hour event.

Bingo Night

Every second Tuesday of the month, WWU Circle K goes to Elk Lodge to help out with bingo night. This helps them engage with the community and connects Western to the Bellingham area. As a service project they have been doing consistently, it has been a great networking tool for the club members. This is an example of how Circle K benefits its club members and the service they provide.

Get to know the Club Officers of WWU Circle K

Profile the current club officers and get their take on timely issues that relate to Western and volunteer and service. Get their story - why volunteering, service and WWU Circle K is such a big part of their life, why they are passionate about it, what they hope to gain out of the experience and how they hope other Western students will get involved.



Media Clip

CIRCLE K: BRINGING SMILES TO WESTERN SINCE 1982

Hayley Halstead // The AS Review

Access to scholarships, conventions and international opportunities are just a few of the perks of being a member of one of Western's oldest clubs on campus, Circle K International. CKI is the world's largest collegiate volunteer organization with chapters on over 500 college campuses.

CKI landed a spot on Western's campus in 1982 and is part of the mother organization known as Kiwanis, with four different levels. Kiwanis starts with Key Club in high school, followed by CKI at the college level, leading to Young Professionals and eventually Kiwanis. Kiwanis's main focus revolves around servicing children around the world. This includes working with organizations such as UNICEF and Red Cross.

"Some people have been involved in Kiwanis longer than I've been alive," said Circle K's Vice President of Service Priscilla Wong. "When you meet people like that, it inspires you to do more."

On a weekly basis, Western's Circle K chapter participates in local volunteer events and organizes events with other chapters in the Pacific Northwest.

"There are all sorts of volunteer events, whether it's helping out here on campus through extended education or going down to Mount Hood for leadership camps," said CKI's president Micah McCally.

In addition, CKI partakes in volunteer work parties as well as Bellingham-specific events, such as Ski to Sea, working at Little Cheerful soup kitchen to help prepare food for the homeless and trail cleanups.

In fact, being a member of Circle K opens up doors for many networking opportunities among the over 13,770 members in 17 different nations.

"Being part of this organization in particular, you have a lot of diversity with people through helping other people," said Katherine Moore one of CKI's members. "We are all different and from different areas of study, and we are doing things to help other people with their goals."

CKI follows the slogan of leadership, fellowship and service.

"All of those are equally important, and we try to help members expand leadership, friendship and service opportunities," McCally said. "We are very proud, happy and pleased to be a part of that."

Service is a huge component of this organization, but for CKI Treasurer Esmeralda Hernandez other valuable outcomes have emerged from CKI, such as joy from helping members of the community.

“We go out and help out people in the area,” Hernandez said. “Friends and doing service projects is what I really like about CKI.”

Members have access to conventions and leadership retreats. At the end of the year, there is an international convention where all CKI members are able to join and celebrate service.

Though there is a fee to be a member of CKI to be eligible for conventions and scholarships, there is no fee to participate in local service events.

Meetings are Mondays at 7:15 p.m. in Academic West. More information can be found on their Facebook page [@WWUCKI](#).

“You usually see people in your major or dorms, but when you do community service, that’s community. It’s everyone at school wanting to help out and do the same thing.” Wong said.

Find the article [here](#).



Photos - courtesy of Stephanie Cheng







Club Officers



Esmeralda Hernandez
President



Melissa Luper
Vice President of Membership



Henry He
Vice President of Service



Dabin Park
Secretary



Luke Price
Treasurer



Yamara Ruiz
Historian

Not pictured: Miriam Tsegay, Historian